

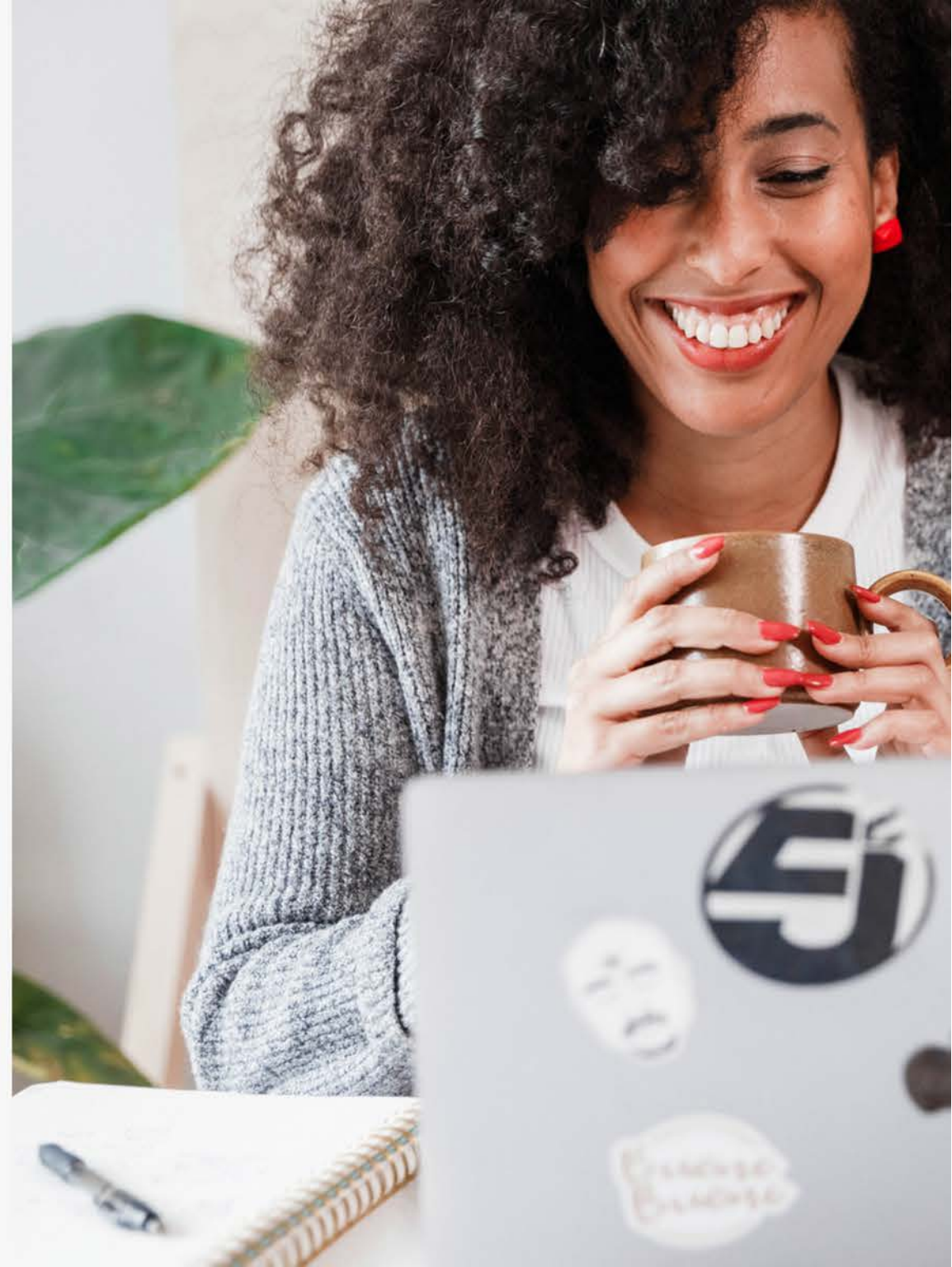
PORTFOLIO

# Virgen Barnet

UX / UI DESIGN + DIGITAL MRKETING

[EMAIL ME](#)

---



BIO



## Design, dev y màs!

I've spent 15 years of my professional life helping clients craft their brand identities and bring them to life in the most authentic and impactful ways!

I have worked with small and large businesses including The Estate of Jean-Michel Basquiat, Shaping Freedom™, Matrescenceskin.com, Intuit at Turbotax, Cutwater Spirits and more!

Using data, design thinking and market research to design with your ideal browser in mind.

## FEATURED PROJECTS:

- Intuit, TurboTax
- MatrescenceSkin.Com

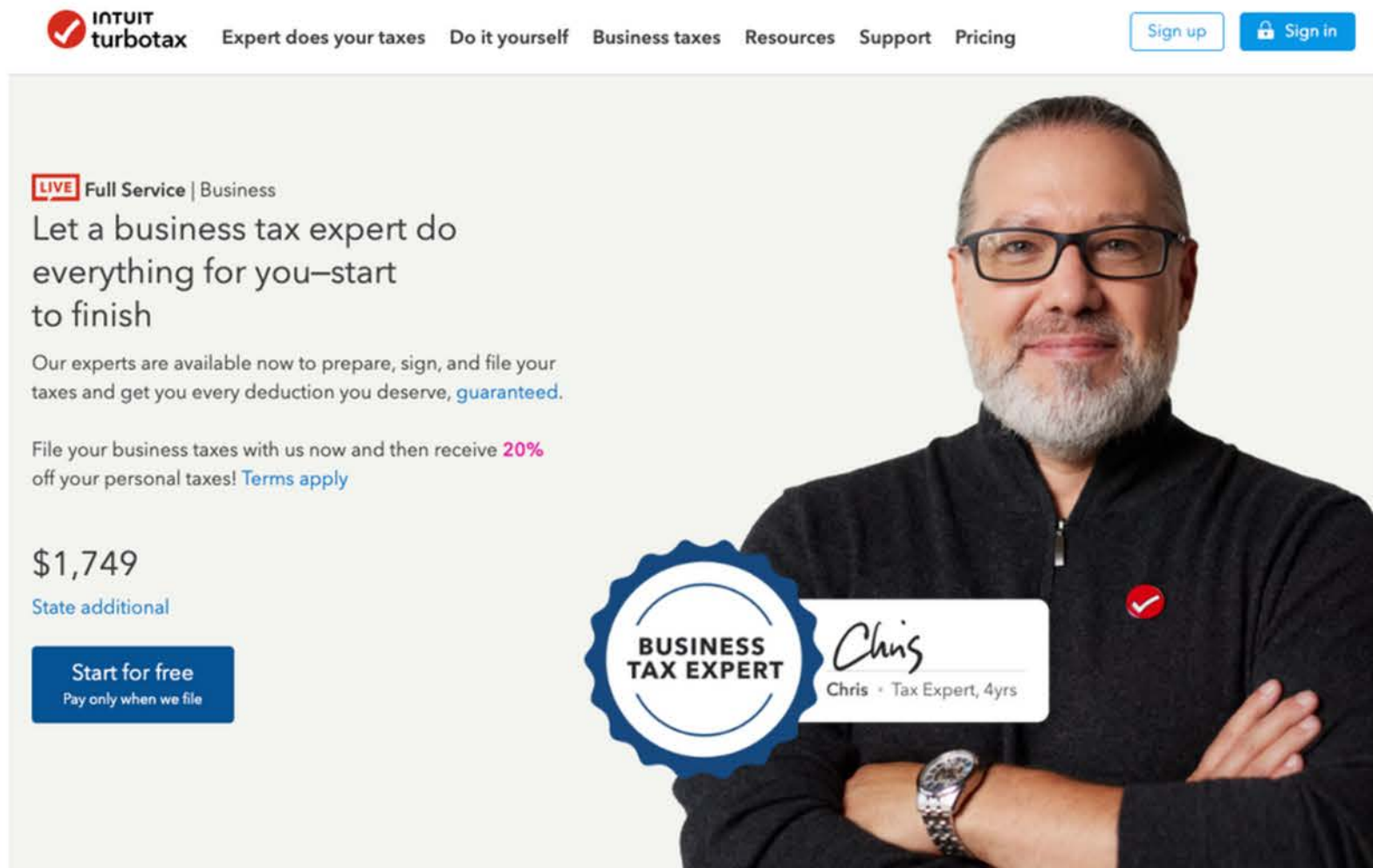


# Intuit, TurboTax

As a seasonal contractor I supported the TurboTax at Intuit team in their 'Season readiness' efforts as a Sr. UI/UX Designer for the 2022 -23 tax season.

## Deliverables:

- Iterate, update and expand the component library and TurboTax design system.
- Responsive Landing Page design
- OOH design production for SuperBowl campaign 2023



The screenshot shows the Intuit TurboTax website. At the top, the Intuit TurboTax logo is on the left, and navigation links for 'Expert does your taxes', 'Do it yourself', 'Business taxes', 'Resources', 'Support', and 'Pricing' are in the center. On the right, there are 'Sign up' and 'Sign in' buttons. The main content area features a large image of a man with glasses and a beard, identified as Chris, a Tax Expert with 4 years of experience. To the left of the image, the text reads: 'LIVE Full Service | Business', 'Let a business tax expert do everything for you—start to finish', 'Our experts are available now to prepare, sign, and file your taxes and get you every deduction you deserve, **guaranteed**.', 'File your business taxes with us now and then receive **20%** off your personal taxes! [Terms apply](#)', '\$1,749', 'State additional', and a blue button that says 'Start for free' with the subtext 'Pay only when we file'. A blue circular badge with a white checkmark and the text 'BUSINESS TAX EXPERT' is overlaid on the image.

# UI/UX Landing Pages

## How Full Service Business works:

Perfect for small business owners who file business taxes as an S-corp (Form 1120-S), Partnership (Form 1065), LLCs, or Sole proprietorships (Form 1040 Sole C)



### Securely upload your tax docs

To get started, simply share your necessary business tax info so help us match you with the right expert.



### Get matched to a business tax expert

Based on your unique needs, we'll match you with a dedicated expert who understands your business situation.



### Review and confirm your return together

Review everything before they file. They won't sign your return until they're 100% sure it's done right, **guaranteed**.

## Read why small business owners love TurboTax Live Full Service Business

Rated 4.4 out of 5 stars by our customers



SEE TESTIMONIALS



### TurboTax Full Service Business is the way to go

"As a new business beginner, I struggled to get my books and taxes organized. My tax expert, Doreen, was very patient, knowledgeable, and helped me get everything done accurately."

Tierney22, Fairmont, WV  
2019 Full Service Business



### First year business tax filer

"This is the first year I had to file a business tax return. I was first going to do the self-service since it was cheaper, but I realized I needed professional tax expert help. I am glad I chose Full Service Business after having to go through the books, etc. It helped make the return clean. The tax preparer was professional and knowledgeable."

Cohen, Gail, VA  
2019 Full Service Business



### Great expert

"This was my first year filing business taxes through TurboTax and I will never do it any other way. My tax preparer, Ray, was phenomenal. He really was an expert. Ray was able to teach things in my payroll reports that weren't taught by HR. Ray was also always easy to get a hold of and always answered all of my questions promptly. TurboTax made the whole experience efficient."

Wiggin, Portland, OR  
2019 Full Service Business

\*Actual customer testimonials



## The right business tax expert to handle your business tax needs

We'll get to know you and your business, then match you with a dedicated expert who specializes in small businesses and will help ensure you're benefiting from the latest tax laws.

Start for free  
Pay only what you file



## Maximize credits and deductions

We'll help lower the amount you owe, save money on taxes, and find tax credits that are specific to your industry. We're determined to get you every tax benefit you and your small business deserve.

Start for free  
Pay only what you file

## Backed by our 100% accurate, Expert Approved Guarantee

Get your business taxes done right knowing your return is backed by America's #1 tax prep provider. If you pay an IRS penalty because of an error made by a TurboTax Live expert, we'll pay you the penalty plus interest.

Start for free  
Pay only what you file



## Added protection for extra reassurance

If by chance you're audited, you won't have to worry because a dedicated expert will be there to represent you and communicate on your behalf—at no extra cost. [More info](#)

Start for free  
Pay only what you file

## Frequently asked questions

What's Full Service Business?

How do I know my expert is qualified?

How can I access my expert?

What do I need to do to prepare?

What business documents or tax forms do I need to upload to file Form 1065?

What tax form must I file if my business is an S-corp?

What are the filing deadlines for Partnerships and S-corps?

Can TurboTax help with filing a business extension?

What happens if I get audited?

When are tax experts available?

WORK: UX / UI REDESIGN

# Matrescence Skin Website Redesign

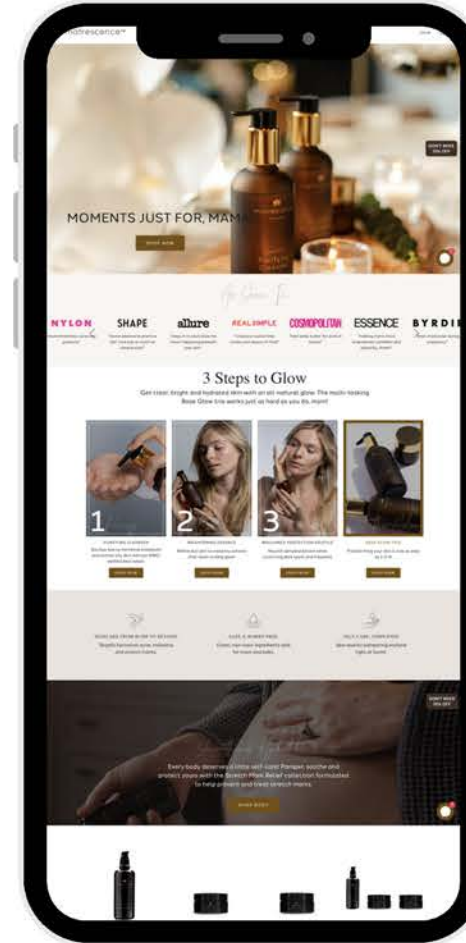
Problem:

- Website was dated, several UI elements were customized and client and or team members could not make edits or troubleshoot broken links, content, etc.
- User Data reflected navigation confusion, high bounce rate, several broken links and shopping cart exits.

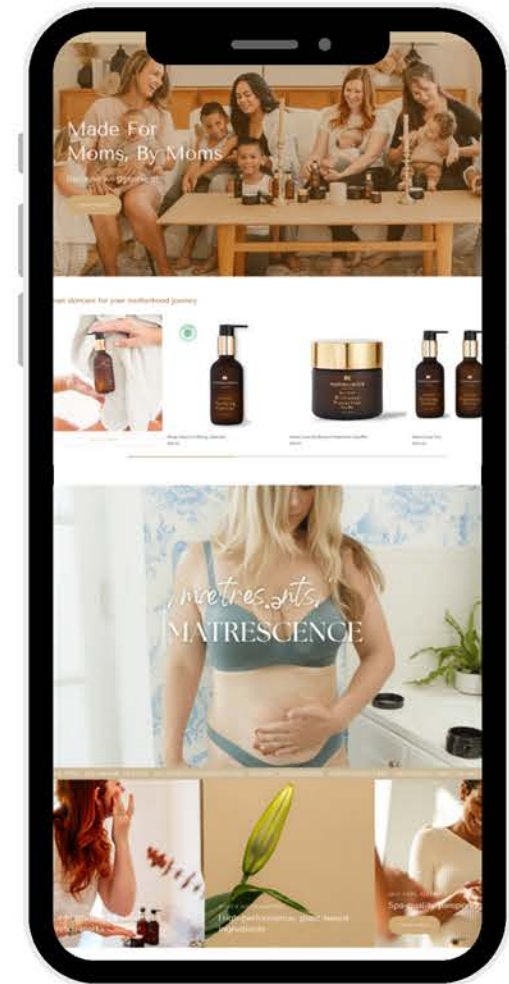
Solutions:

Create a user-intuitive site experience that prioritized brand story, solutions-driven product offerings, consistent UI motifs, brand standards and more sensorial imagery. Centering product niche, expertise and personalized approach to care.

Before



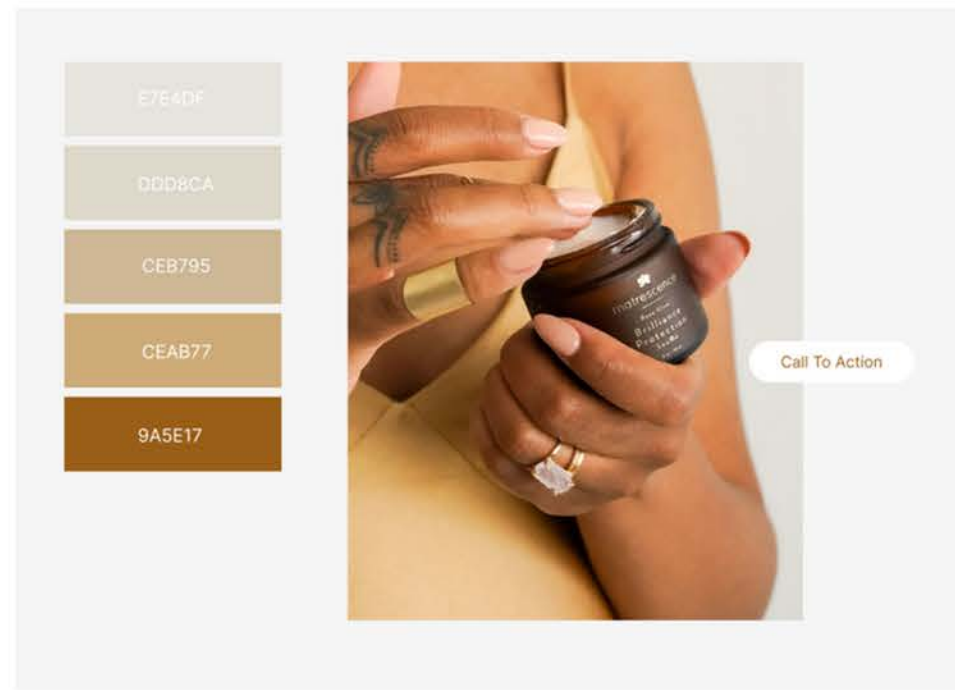
After





## Deliverables

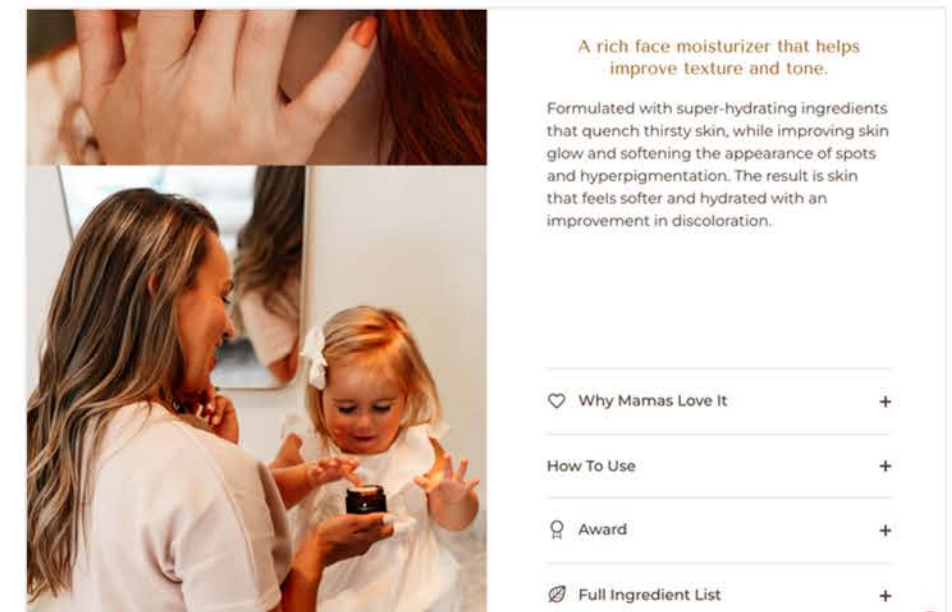
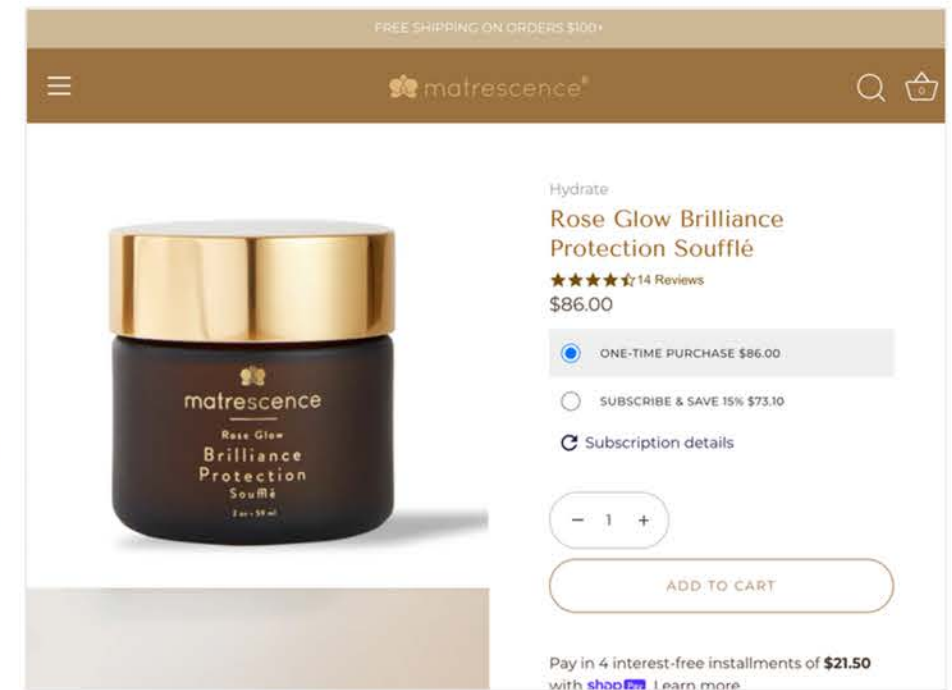
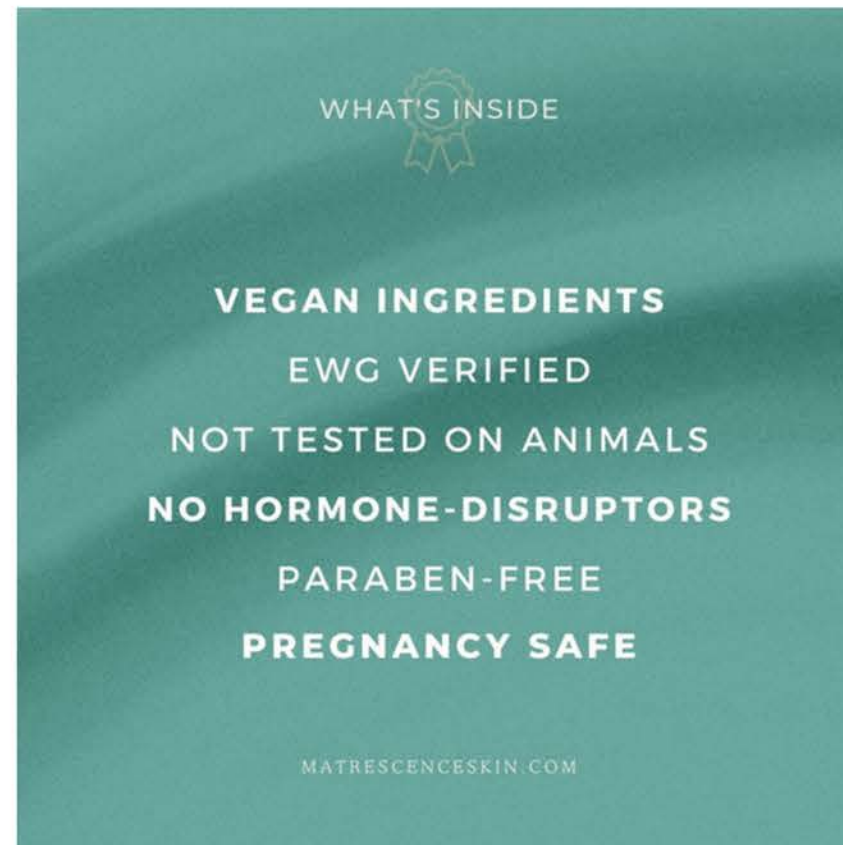
- Refreshed Brand Standards
- UI - Iconography, infographics, image motifs, button styles, graphics etc.
- Sitemap, user workflow and change-log dashboard



## Iconography



Key Brand-Story and  
Values-based media, i.e.  
Videos and graphics





I help businesses  
create a clear visual  
identity that  
resonates culturally  
and aligns creatively  
with it's values.

WORK: BRAND IDENTITY

# Shaping Freedom™

I worked with Lisane Basquiat to lead the creative direction and design/develop a digital footprint for her wellness programs and products via Shaping Sanctuary™

## Deliverables:

Creative Direction for Lifestyle Photography, Website Design, Online Course, Digital and Social Media Marketing Template Design.

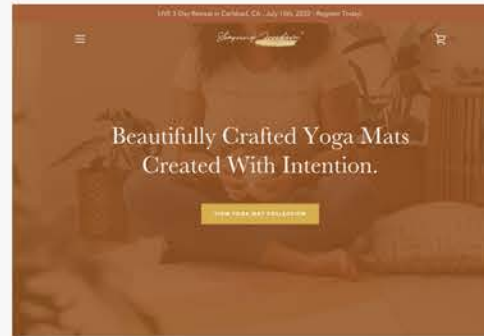


# Shaping Sanctuary™

I worked with Lisane Basquiat to lead the creative direction and design/develop a digital footprint for her wellness programs and products via Shaping Sanctuary™

## Deliverables:

Creative Direction for Physical Products and Lifestyle Photography, E-Commerce Site (Shopify) Design and Customization, Digital and Social Media Marketing Template Design.



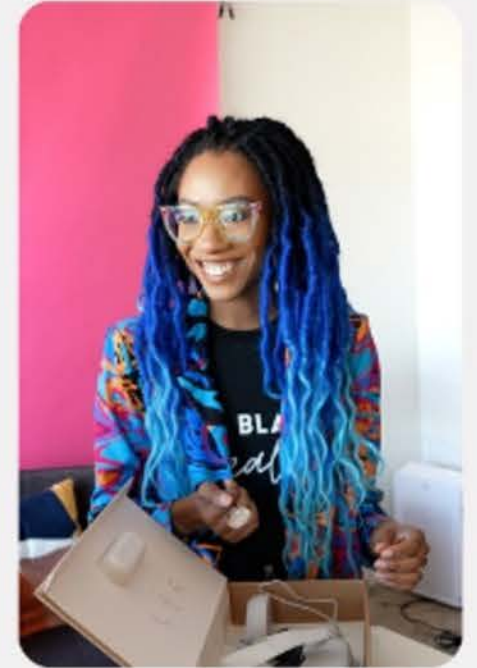


# 100 Black Girls STEAM

Under my creative direction and in concert with Dr. Jasmine Sadler Johnson's STEAM Collaborative we created an online certification course for Black girls to envision a career path and a passion for STEAM futures.

## Deliverables:

Art Direction, Design and Digital Marketing Content Production.



# Course Video Graphics



Social Media:  
Video Content  
+ Graphics

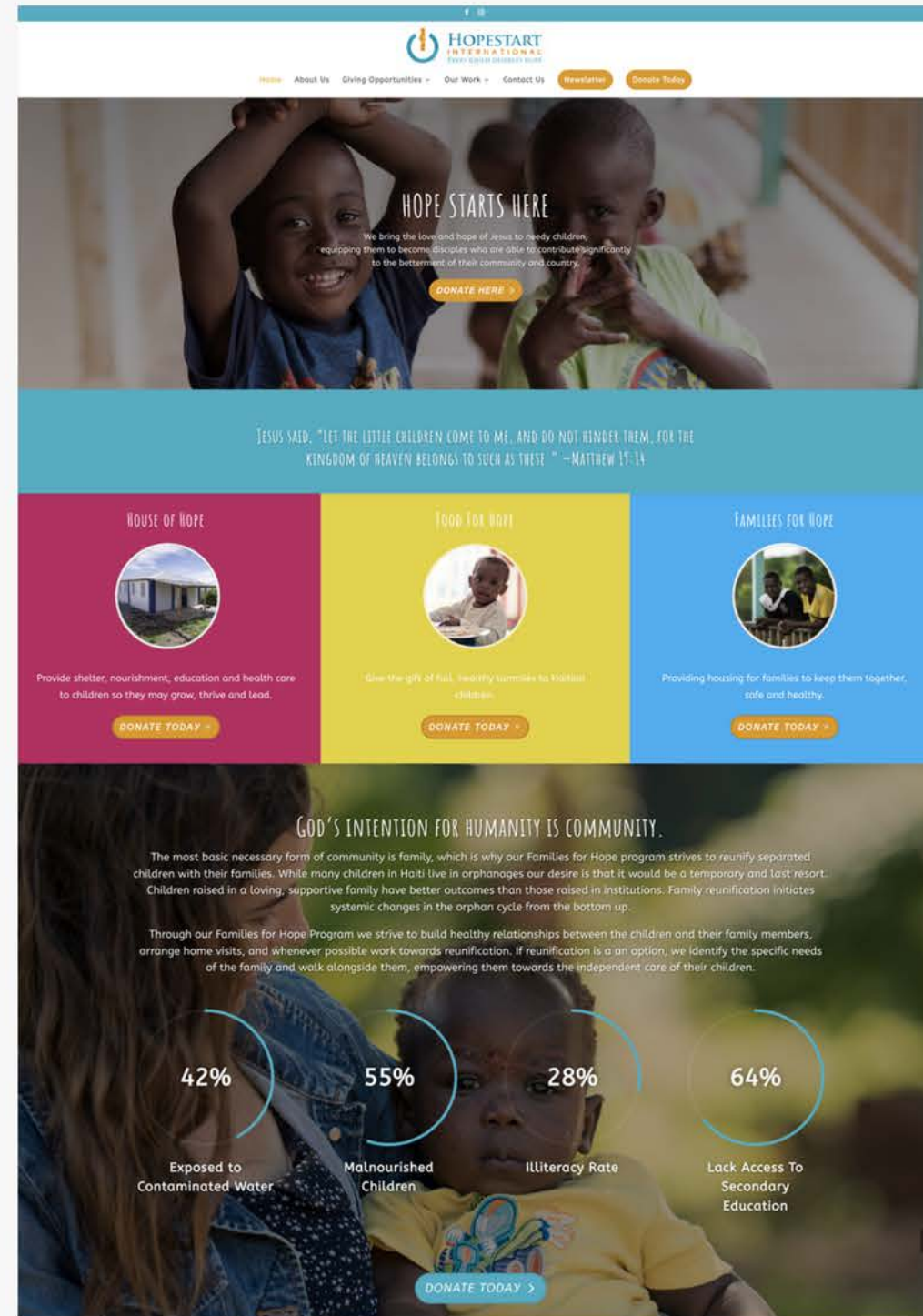


# Digital Marketing

Hopestart International - Orphanage and sustainable living foundation for Haitian children and families. Supported fundraising and marketing campaigns via design and digital marketing management.

## Deliverables:

- Website Design
- Social Media Marketing Design
- Email Marketing
- Fundraising Marketing and Design





# Digital Marketing

Fundraising across multiple social and CRM platforms.

## Tools:

- Figma
- Photoshop
- Classy (fundraising)



# Let's work together



PHONE

323.539.7297

EMAIL

[vbarnet84@gmail.com](mailto:vbarnet84@gmail.com)